The Club

2018 RENOVATION

FROM OUR PRESIDENT

Dear Members of The Club,

It is with great pride that I am able to share exciting news on behalf of the Board of Governors. We have made tremendous strides at The Club in recent years, and the dedication of our membership has opened the door to a new era in the history of The Club.

The Club Board of Governors is pleased to announce an exciting renovation to The Club's main level. The core of The Club will be transformed to offer an inviting and modern space that best suits the needs of our membership. Great amounts of time, concentrated effort and careful planning have gone into preparing for this renovation and we are thrilled to unveil the plans with you, our valued members.

Allow me to assure you that the heart of The Club remains as it has always been. Iconic features of the main level will remain, as will the legacy and hallowed history of our club. We are in the closing stages of planning, and we still need to secure the final financing for the project. Subject to completion of these tasks, the renovation will begin in July and be completed by the holiday season.

Should you have questions regarding the renovation, please do not hesitate to contact our staff at info@theclubinc.org. We will also have a FAQ on the website to answer general questions about the project.

I look forward to entering this new chapter in The Club's history with you all.

Best Regards,

The Club

Fred McCallum
President, The Club, Inc. Board of Governors

INTRODUCTION

The Club has been a fixture of Birmingham since it opened in 1951. The unique architecture, sprawling views, and signature dance floor are ingrained in the history of the city, and will be for many years to come. But there is so much more to The Club than breathtaking scenery – one step inside the doors transports members back to an era of supper and dancing clubs, where music and social events reigned supreme.

In 2018, The Club enters a new era with the original spaces reimagined to hearken back to the private dining club days of the 1950s. The vision is to infuse a mid-century modern flavor with the historical structure to create a warm, inviting atmosphere for all members of The Club. Deep colors, wood tones, and soft fabrics unite to take members back to the origin of The Club, where tradition and history are honored and carried through to a new age. The renovation will re-introduce The Club of today to the motifs, design and feel of the opening days. The staff at The Club is excited to take the membership on this journey, as we move ahead to a bright future and continue to be an icon in the wonderful city of Birmingham.

THE SIGNATURE

The Signature becomes a glamourous venue with a sweeping chandelier, seating of a mid-century modern design, warm wood tones and stately flooring, with the iconic dance floor still anchoring the room. Elegance defines the circular space, creating a perfect complement to the unique elements of the dining room.

To accommodate dining needs, The View will open for lunch in place of The Signature during construction.

THE TERRACE

The Terrace will feature more soft seating areas, with the highlight being a full-service outdoor bar. The shape and placement of the bar will allow for unobstructed views of the city and plenty of space for gathering outdoors in beautiful weather, with an extended awning creating more covered seating. Enjoy the iconic scene of downtown Birmingham with family and friends in the city's best social setting.

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THE BAR & THE LOUNGE

The Bar & Lounge areas will experience a total reconfiguration to accent the views of the Magic City outside The Club's expansive windows. Relax in style in The Lounge, the perfect spot for quick lunch meetings, after-work drinks, socializing, or romantic dates. Engage in conversation with our expert bartenders while seated around the bar overlooking The Terrace. A fireplace and televisions will be added to The Lounge for member enjoyment. The Butterfly Wall will remain a focal point, and be relocated closer to the building's front entrance.

WHAT TO EXPECT

The Renovation will begin after the Fourth of July, with all of the construction completed in time for the 2018 Holiday Season.

Renovation Information can be found via:
The Website: theclubinc.org
Facebook & Instagram - @theclubbham
Weekly Emails
Quarterly Newsletter
Contact info@theclubinc.org with any questions you may have.

FREQUENTLY ASKED QUESTIONS

Will there be a special assessment of the membership?

No, there will not be an assessment of the membership. However, we do expect there to be a nominal increase to capital dues in 2019, the amount of which will be communicated to the membership ahead of time.

What is the renovation timeline?

The renovation will begin after the Fourth of July and will be completed by the 2018 Holiday Season for the holiday celebrations and enjoyment of the membership.

Will The Club be closed during the renovation?

The Signature, The Lounge, The Gold Room and The Terrace will be closed for the duration of the renovation, which will begin after the Fourth of July. To best accommodate your dining needs, The View will be open for lunch during the renovation. The Grill will be closed for a two-week period during the renovation of the main kitchen. The Ballroom will be closed for a three-week period for refurbishments to the hall area. We will keep you updated through our website, weekly e-mails, and other means of communication as necessary throughout the renovation.

How will The Club's hours of operation change?

The Club will be open normal business hours, with The View open for weekday lunch service during the renovation. There will be brief periods when The Grill and The Ballroom will be closed - these dates will be communicated as they are available.

Where will the Bridge game tables be located?

The game tables will be relocated to the lower level of the building, in either The View or one of the Staterooms. The location will be communicated to all players in advance.

Will parking be affected?

Parking will not be affected. The Signature side entrance will be closed during the renovation, but The Grill, Ballroom and Staterooms entrances will remain open.

Will valet still be available?

Valet will be available at both the main and lower levels, with the main level location dependent on the construction schedule. There will be a golf cart transporting members from the main level valet to The Grill and Inn Room for your convenience. For the most updated valet information, check email, our social media accounts, and the website.

What will happen to The Signature dance floor?

The Signature dance floor will be refurbished, but will remain intact as it is an integral part of The Club's history.

What is the plan for the Butterfly Wall?

The Butterfly Wall will be repurposed and moved closer to the front entrance.

Will events occur during construction?

Yes, events will take place in the open areas of the club. The Staterooms and Inn Room will host events throughout the renovation. The Ballroom will be open for events during the majority of the construction, with the exception of a three-week period which has yet to be scheduled. For all private events, your Event Coordinator will be able to assist you with specific needs or questions you may have.

We appreciate your patience and will do our very best to minimize the noise of the construction during member & private events.

ADDITIONAL QUESTIONS?

For all renovation information and to view The Club's announcement video, visit:
The Club Website's Renovation Page - theclubinc.org
Facebook & Instagram - @theclubbham

Can't find the answer to your question? Email info@theclubinc.org.

OVERALL PLAN

Changes to the floor plan will be made to create a better flow between spaces.

The concierge desk and coat check will be combined to allow for a better view of the city from the minute you enter the front doors of the club.

The Gold Room will now be closed off from The Bar & Lounge to better serve our event guests, who will now enjoy a more private space. A retractable wall, located between The Gold Room and the hallway leading to The Ballroom, will give the option for the space to be closed off.

New flooring will be laid in the walkways, and walls will be removed for optimal traffic flow. The renovation will embrace the unique architecture, history and panoramic city views that make The Club so special.

During the renovation, the dining and entertainment offerings in The Signature and The Lounge will be reconcepted to match the feel of the design and flow of the spaces. The Club will be the best place in Birmingham, a destination for member enjoyment all year long.

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theclubinc.org @theclubbham

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